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Creativity: From potential to realization. - Chapter 2

Everyone Has Creative Potential.

by Runco, Mark A.

from Creativity: From potential to realization. Sternberg, Robert J. (Ed); Grigorenko, Elena L. (Ed); Singer, Jerome L. (Ed). Creativity: From potential to realization. (pp. 21-30). Washington, DC, US: American Psychological Association (2004) x, 226 pp.

Creativity is notoriously difficult to define and measure. This is probably because it is complex, with various forms of expression, and because it is overdetermined, with multiple potential influences. Probably the only thing on which everyone agrees is that creativity involves originality. This does not imply that creativity is merely a kind of originality; originality is necessary but not sufficient for creativity. This chapter assumes that there is value in creativity and originality, and in a manner of speaking attempts a very modest demonstration. You might say the author is attempting to practice what he briefly preached: Very likely his answer to the question of who is creative will be an uncommon one. The uncommon answer to which he is referring, to the question of "who is creative?", is, "everyone." In this chapter the author supports that position. For the most part, he applies the theory of personal creativity as justification. In the first part of this chapter he reviews the existing theory of personal creativity. He also draws from the research on mental models in an attempt to diagram the process underlying personal creativity. Because this is the first time the author has attempted to apply the theory of personal creativity specifically to the distribution issue that is implied by the "who is creative?" question, in the next section of this chapter he explores individual differences and universals: If everyone is creative, there should be identifiable universals. In the third section of this chapter the author attempts to demonstrate that personal creativity can be objectively studied, and that the assumptions of this theory are consistent with those which are quite common in the sciences, and in particular in psychometrics and measurement theory. (PsycINFO Database Record (c) 2007 APA, all rights reserved)



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